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MINUTES OF COUNCIL STRATEGIC PLANNING MEETING – JANUARY 9, 2009

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THE CITY COUNCIL MET IN A STRATEGIC PLANNING MEETING ON FRIDAY, JANUARY 9, 2009, AT 8:35 A.M., IN ROOM 103 AT THE UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY MAYOR NORDFELT.

THE FOLLOWING MEMBERS WERE PRESENT:

Dennis J. Nordfelt
Russ Brooks
Carolynn Burt
Joel Coleman
Corey Rushton
Steve Vincent
Mike Winder

Wayne Pyle, City Manager

STAFF PRESENT:

Paul Isaac, Assistant City Manager
Jim Welch, Finance Director

1. STRATEGIC PLANNING MEETING AGENDA OVERVIEW

City Manager, Wayne Pyle, presented the outline of business and the agenda items to be reviewed at the Strategic Planning Meeting.

He discussed format of the Strategic Plan including City Council and department action items.

Mr. Pyle reviewed progress for 2008:

- Four objectives had been defined including 16 goals and 48 action items
- Thirty-two action items were on track
- Nine action items nine needed attention
- Seven action items had failed
- 56% of the action items had been results oriented last year versus 81% this year, which seemed to be a good trend

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The City Manager stated the formality of the strategic planning process continued to be tuned, including quality in benchmarking, continued emphasis on results, and strengthening the process by imbedding it into the organization's culture.

2. REVIEW 2008/2009 STRATEGIC PLAN PROGRESS

City Manager, Wayne Pyle, reviewed goals and discussed City Council action items as follows:

Identify Resources for Citizens to Assist them in Understanding how to Improve our Community

Upon discussion, Councilmember Brooks inquired regarding the number of neighborhood groups and whether they were active or inactive. Councilmember Vincent stated Channel 17 needed to be improved. The City Council also discussed the education campaigns.

Improve Civic Awareness and Public Relations

There was discussion among the City Manager and City Council regarding improving civic awareness and public relations.

Improve Access to City Government through the Internet

City Manager, Wayne Pyle, discussed improving access to City government through the Internet. Mr. Pyle discussed the Cityworks software program as well as the other computer tracking systems available. Members of the City Council expressed difficulty in navigating the City's website. Some members of the Council expressed the need to do a better job of advertising events at the parks and the Utah Cultural Celebration Center (UCCC) facility.

Upon discussion, Councilmember Coleman requested audio be streamed regarding Council meetings instead of video as this would be a good way to show the City's attempt to be transparent. He stated, in that way, the information would be available if people desired to obtain it. Mayor Nordfelt discussed measuring the usage of the City's website versus the cost of improvements. Councilmember Vincent commented there were many good things happening in the City, but no one seemed to know about any of them. Councilmember Coleman stated the recent presidential campaign showed other forms of media can be utilized and not only the press. He indicated there were other non-traditional ways to provide information to the citizenry like texting and the Internet. The Council discussed the desire for citizens to request press releases and other information be sent to their e-mail address. Councilmember Winder suggested little blurbs could be put

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on Facebook explaining City issues and projects. Councilmember Winder suggested evaluation should be done utilizing the West Valley Journal. City Manager, Wayne Pyle, mentioned the need to concentrate on the speed of the information to be disseminated.

Community and Economic Development

City Manager, Wayne Pyle, discussed community and economic development.

Upon discussion, Councilmember Winder inquired if Code Enforcement Officers dealt with issues traditionally looked at by the Police Department, such as unlicensed vehicles parked on the street. City Manager, Wayne Pyle, stated an Officer had been hired on a part-time basis to look into those issues. Councilmember Vincent advised he had a number of phone calls regarding a police officer who issued tickets to those parked in a cul-de-sac where snow plows did not push snow anyway.

The meeting was recessed by Mayor Nordfelt at 10:00 A.M. and then reconvened at 10:15 A.M.

City Manager, Wayne Pyle, continued review of goals, summarized as follows:

Preserve Residential Neighborhoods

City Manager, Wayne Pyle, discussed the preservation of residential neighborhoods. He reviewed programs and services including streetlight replacement, sidewalk cleaning/sealing, dumpsters, storm drainage, street sweeping, snow plowing, neighborhood parks, and building code violations.

Councilmember Burt requested side yard sheds be allowed. Mayor Nordfelt stated every shed should have a building permit. Councilmember Vincent indicated if a shed was 120 square feet it should have a permit. He also stated sheds on the side of homes should be permitted and the ordinance should be amended. City Manager, Wayne Pyle, advised the concern was a fire hazard. He also stated if the Council so directed he would again review this matter. Upon further discussion, the City Manager stated the Council appeared to be mixed on this issue. Councilmember Burt stated some side yard sheds were alright, but if they were not up to code they should be torn down. Councilmember Vincent expressed the need for the Chief Building Official to be given direction to further advise the Council regarding this issue. City Manager, Wayne Pyle, stated he would review additional solutions and options and present them to the Council at a future date.

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Upon discussion, Councilmember Vincent discussed the issue of three-foot high fences being built out to sidewalks. He stated depending on the fence, there were some major issues like block walls versus slatted fences.

Upon further discussion, Councilmember Burt commented regarding street light maintenance and expressed her desire that higher standards be established. She stated in her neighborhood the streetlights were a certain type of light and at the church near her the lights were too bright. She indicated lighting should be of a consistent standard. Councilmember Vincent stated there were different standards between private entities and City lighting. He also stated there were things that could be done that would require not having lights shine on neighbors.

Enforce Ordinances and Enhance City Ability to Reduce Blight

City Manager, Wayne Pyle, discussed enforcement of ordinances and enhancement of the City's ability to reduce blight. Mr. Pyle indicated the Council had seemed to like the information obtained as a result of the surveys being conducted by staff.

Upon discussion, Councilmember Burt stated staff should not survey their own area of responsibility. City Manager, Wayne Pyle, advised it was an independent survey. Mr. Pyle advised inoperable vehicles, landscaping, outside storage, solid waste, surfacing and other code violations were decreasing in certain areas.

Upon further discussion, the City Council discussed gravel park strips and when cars could park on those strips. City Manager, Wayne Pyle, discussed public relations and preparation of a publication clarifying when parking would be allowed on gravel park strips. Councilmember Rushton inquired if there were non-enforceable ordinances that should be taken off the books. Councilmember Burt expressed a desire for a brochure to explain that just letting a lawn die was not xeroscaping. She stated xeroscape should be defined in the brochure. Councilmember Vincent stated the key with the ordinances was education as the more people who became educated the better the compliance. He further indicated while signage had improved, there still seemed to be a lot of temporary signs throughout the City. He advised he continued to receive complaints from competing tire stores.

Enhancing Partnerships with Existing Business

City Manager, Wayne Pyle, discussed the goal regarding enhancing partnerships with existing business. Mr. Pyle expressed disappointment regarding progress of this goal.

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Accelerating Efforts for New Business

City Manager, Wayne Pyle, discussed accelerating efforts for new business. Mr. Pyle advised Codale Electric and Winco still had plans to locate in the City.

Completing the General Plan

City Manager, Wayne Pyle, stated staff had completed the update of the City's General Plan and this matter had been placed on an upcoming City Council agenda.

Reduce Crime through Police Efforts, Education and Involved Citizens

City Manager, Wayne Pyle discussed public safety and efforts to reduce crime through police efforts, education and involvement of citizens. He advised that from a strategic planning process and integration there were some concerns regarding this goal. He indicated concerns had been noted in most of the action items under this goal.

Upon discussion, Councilmember Vincent inquired how better integration within the Police Department could be accomplished. City Manager, Wayne Pyle, stated he believed operationally West Valley City's Police Department was number one in the State of Utah, but expressed some concerns regarding leadership.

City Manager, Wayne Pyle, accessed the City's website and showed related links and crime mapping information. The City Council stated they liked the link, but desired this be more visible and easily accessed.

City Manager, Wayne Pyle, discussed graffiti issues and stated these incidences had decreased by 43%. The City Council requested the graffiti hotline number.

Response Times

City Manager, Wayne Pyle, discussed information and statistics regarding response times and the importance of this data. Mr. Pyle also stated reduction in crime was most important. He discussed efforts in reducing speeding in neighborhoods.

East/West Traffic Congestion

City Manager, Wayne Pyle, discussed east/west traffic congestion. Mr. Pyle discussed meetings with UDOT (Utah Department of Transportation) regarding extending time on traffic lights on Bangerter Highway and 4100 South.

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Miscellaneous Issues

City Manager, Wayne Pyle, discussed improvements to curb and gutter within the City. He advised regarding projects scheduled during the year.

Upon discussion, Councilmember Brooks inquired regarding putting a sign, “cross town trail” on 3100 South that would indicate a trail crossing and the need to yield to pedestrians.

Councilmember Vincent inquired regarding the importance of taking employees on a City tour so they would be aware of projects and development. He stated even in the Community and Economic Development Department there was a need to have employees tour the City.

Mayor Nordfelt discussed the Kelly Benson Apartments and indicated the City had not done enough to solve the problem and perhaps that matter could have been handled better.

The City Council recessed at 12:05 P.M. for lunch and reconvened at 12:55 P.M.

3. REVIEW 2007/2008 BUDGET CLOSING; 2008/2009 CURRENT BUDGET AND 2009/2010 REVENUE PROJECTIONS

Finance Director, Jim Welch, led a discussion regarding budget matters. Mr. Welch discussed current economic conditions. He discussed sales tax revenues and reported an expectation of about a 10% shortfall or approximately \$2 million.

The City Council discussed auto sales in the City pointing out they represented approximately 15% of the sales revenue.

Mr. Welch discussed property tax revenues and indicated it appeared those projections would be met this year.

The Finance Director discussed utility tax revenue and indicated utility companies may request rate increases.

Mayor Nordfelt stated if utility taxes were raised, the Legislature would try to reduce the amount of money going to the City and the Council should be vigilant in following that process to ensure the City’s concerns were addressed.

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The City Council discussed the proposed Jordan River Marketplace development near the Utah Cultural Celebration Center.

City Manager, Wayne Pyle, summarized the above discussion regarding the budget and pointed out a deficit of approximately \$1 million which did not include any new required monies.

Assistant City Manager, Paul Isaac, discussed personnel issues.

After discussion, Councilmember Winder moved to recess for the purpose of convening an Executive Session for discussion of professional competency of an individual. Councilmember Vincent seconded the motion.

A roll call vote was taken:

Mr. Vincent	Yes
Mr. Brooks	Yes
Mr. Coleman	Yes
Ms. Burt	Yes
Mr. Winder	Yes
Mr. Rushton	Yes
Mayor Nordfelt	Yes

Unanimous.

Mayor Nordfelt recessed the meeting at 3:05 P.M. and reconvened the meeting at 3:30 P.M.

City Manager, Wayne Pyle, upon direction of the City Council, discussed issues related to communication in certain areas, summarized as follows:

Citizen Development

Councilmember Brooks expressed desire to energize the neighborhood groups by activating more neighborhood groups. He also suggested use of volunteers to train other neighborhood watch groups.

Upon discussion, Councilmember Burt inquired if the old explorer program in the Police Department could be revived. Councilmember Vincent stated work was being done with the Salt Lake Community College to do a similar program with internships for various positions throughout the City.

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Community and Economic Development

Councilmember Burt talked about the Community Preservation Department and its focus on neighborhoods. Councilmember Vincent inquired regarding what was meant by “preservation.” City Manager, Wayne Pyle, answered the inquiry and clarified the intent and definition.

Councilmember Vincent inquired if the Housing Authority was part of the Community Preservation Department and asked if they could do more to manage properties to ensure quality tenants and generate revenue for the Housing Authority. City Manager, Wayne Pyle, advised that direction would be a major change in philosophy for the Housing Authority. Upon further discussion, Mayor Nordfelt requested inquiry be made regarding what Salt Lake City was doing in this area and report back to the Council at a later date. Councilmember Vincent inquired if neighborhoods were declining what could be done to stop the decline or the blight, and one answer might be to assist through housing. Councilmember Coleman advised he was against government intervention as landlords, but was open to ideas from Salt Lake City. Councilmember Rushton agreed that Salt Lake City might be helpful in this regard.

Councilmember Vincent discussed the issue of partnerships with existing businesses and requested the City Manager go back to staff to implement this action plan.

Councilmember Rushton discussed and encouraged more focus on improving and enhancing partnerships with existing businesses. City Manager, Wayne Pyle, stated the University of Utah had been approached to build a satellite school in the City. He also stated a catalyst would be needed to help attract the University, for example to the City Center. Councilmember Coleman stated he had hoped that on the action side more could be done to inform the Council of such partnerships.

Miscellaneous

Councilmember Vincent inquired if bike lanes on east/west arterials could be done. He stated facilities should be built to be more bicycle friendly with bike lanes along some of the major trails.

There was discussion regarding placing one piece of public art per year at light rail stations in the City. Councilmember Winder stated the four West Valley stations needed to be different or have a theme that would differentiate them from other cities.

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Councilmember Burt discussed Rio Tinto (formerly Kennecott) stopping talks with Salt Lake County regarding development of land on the west bench. She inquired if it would be time to talk with Rio Tinto about annexing into West Valley City. City Manager, Wayne Pyle, confirmed those talks were taking place.

Councilmember Vincent discussed the Cultural Arts Board (CAB) and the value of service on the volunteer committees. He discussed Council's and staff's participation on committees.

Mayor Nordfelt advised all members of the Council should feel free to give input to the City Manager, understanding final decisions were made by the Council as a whole.

City Manager, Wayne Pyle, reviewed the City Center land acquisition.

Councilmember Rushton discussed WestFest and the City's participation in that event.

Mayor Nordfelt stated that for the last year there had been discussions regarding the Days of '47 Rodeo being held at the E-Center.

Upon suggestion by Councilmember Rushton, there was consensus of the Council to schedule a special study meeting on March 31, 2009, for a philosophical discussion of City policies and other matters.

City Manager, Wayne Pyle, stated the Council had successfully covered all items on the Agenda; therefore, it would not be necessary to meet the following day, as originally planned.

After discussion, Councilmember Winder moved to adjourn and cancel the session scheduled for Saturday, January 10, 2009, as all business had been conducted regarding the Strategic Planning Meeting agenda items. Councilmember Coleman seconded the motion.

Mr. Vincent	Yes
Mr. Brooks	Yes
Mr. Coleman	Yes
Ms. Burt	Yes
Mr. Winder	Yes

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Mr. Rushton	Yes
Mayor Nordfelt	Yes

Unanimous.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY CITY COUNCIL, THE STRATEGIC PLANNING MEETING OF FRIDAY, JANUARY 9, 2009, WAS ADJOURNED AT 5:30 P.M. BY MAYOR NORDFELT.

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THE WEST VALLEY CITY COUNCIL MET IN AN EXECUTIVE SESSION ON FRIDAY, JANUARY 9, 2009, AT 3:05 P.M., IN ROOM 103, UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY MAYOR NORDFELT.

THE FOLLOWING MEMBERS WERE PRESENT:

Dennis J. Nordfelt
Russ Brooks
Carolynn Burt
Joel Coleman
Corey Rushton
Steve Vincent
Mike Winder

Wayne Pyle, City Manager

STAFF PRESENT:

Paul Isaac, Assistant City Manager

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY CITY COUNCIL, THE EXECUTIVE SESSION OF JANUARY 9, 2009, WAS ADJOURNED AT 3:30 P.M., BY MAYOR NORDFELT.

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SWORN STATEMENT

As the Mayor, I presided at a closed meeting of the West Valley City Council on January 9, 2009. Pursuant to Section 52-4-7.5 Utah Code annotated, 1953 as amended, I hereby sign this sworn statement and affirm that the sole purpose for closing the meeting was to discuss the character, professional competence, or physical or mental health of an individual.

SWORN to this _____ day of _____, 2009.

MAYOR

ATTEST:

City Recorder

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Council Strategic Planning Meeting and Executive Session held Friday, January 9, 2009.

Sheri McKendrick, MMC
City Recorder

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